

# Harvesting the best

Service, flexibility made Armagh and Catapult easy choices for new co-op

membership updates.

We are 1553 members strong & proud!

## The Mustard Seed, Hamilton's first grocery co-op, is committed to giving its members and shoppers the best of everything local.

When it came time to find a POS system for the new store, General Manager Richard Adshead liked the fact that Armagh was a local company focused on providing service excellence. It was a perfect fit with the store's commitment to having "a positive impact on our local economy, our community, our health, and our environment."

"We looked at a number of POS systems in a process that took us about six weeks," explains Richard, whose store opened in January 2014 after a successful membership drive and extensive renovations to their location on York Boulevard in Hamilton.

"One of the big reasons we selected Catapult was Armagh. We felt service was a very important part of the selection process, which made Armagh a great choice for us. They demonstrated a great ability during the demonstrations. We were happy with the software, and happy with their team."

The flexibility of Catapult system was also a strong selling point, giving the co-op the ability to cater to its members. "We love the fact that when a member is ready to check out with their purchases, we just scan their card and the system automatically recognizes them as a member."

That means the member receives special member pricing where applicable. In addition,



Above: GM Richard Adshead at one of the store's ECRS Catapult-Toshiba grocery lanes, which include touch screens, Magellan Scale-Scanners, customer billboards and integrated credit and debit functionality.

Left: In-store blackboard tracks membership numbers.

Below: Exterior of store on York Boulevard

each member's sales are automatically tracked with reward credits printed on their receipt with each shopping visit.

The co-op also liked the fact they can customize shelf labels throughout the store, including detailed information to help their members make informed choices. The store focuses on sourcing products from local producers, and wanted to make that information easily accessible.

Richard noted that Armagh really pulled through when it came time to open the store. "We had a very aggressive opening schedule, and didn't allow a lot of time for installation and training. Armagh was here with us on opening day to help us through the training process, and to make sure we could handle the crowds."

*"There was so much to worry about at that time it was great knowing Armagh was there to support us all the way."*

## About Armagh POS Solutions

Armagh has been serving the grocery, retail and hospitality industries in Canada since 1979, delivering solutions for a range of operators, from single-unit small businesses to multi-unit national chains.

We are specialists in touch screen and scanning point of sale (POS) systems for both restaurants and retail stores, cash registers, scales, liquor inventory control systems, and grocery label and wrapping equipment.

With 35+ years POS industry experience the sales staff at Armagh provides experienced consultants in point-of-purchase management, customer service efficiency, process automation, and restaurant order management.

Armagh's award-winning Catapult Retail Software and Digital Dining Restaurant Software are best-in-class, and Armagh is a Platinum Toshiba POS Partner.



**ARMAGH**  
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